

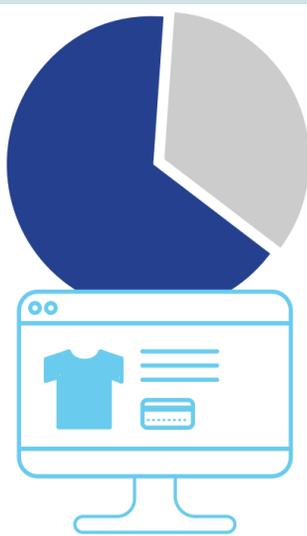
Cross Border at a Glance: UNITED KINGDOM

Even though uncertainties around Brexit present several challenges for international business, the United Kingdom (U.K.) remains a powerhouse market for e-commerce.

Cross-border shopping may not be as popular in the U.K. as in other European markets, but the appetite for foreign goods continues to grow. According to our recently published [Global Research Report: Cross-Border E-Commerce Trends](#),* while U.K. cross-border shoppers share a number of similarities to shoppers in other English-speaking countries, they still have their own unique preferences and concerns for when it comes to cross-border shopping.



Likelihood for U.K. online apparel shoppers to purchase cross-border:

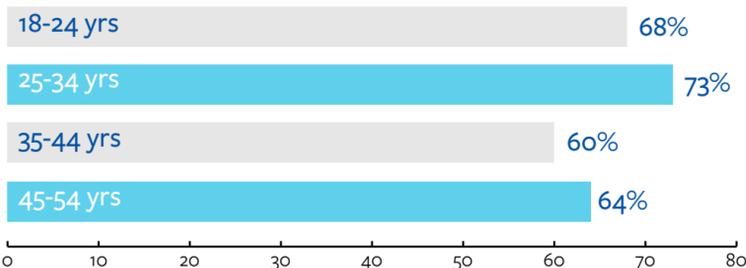


66%

MALE: 63%

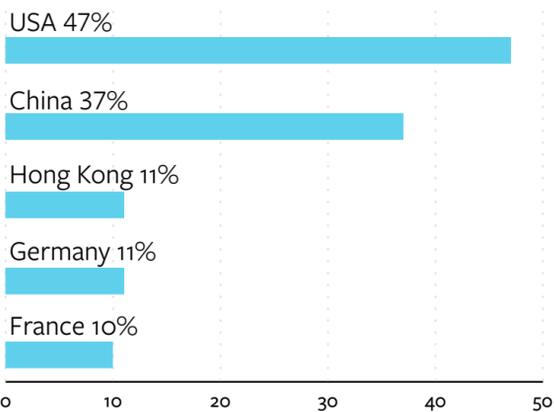
FEMALE: 69%

Cross-Border Shopping By Age:



Top 5 Countries For Cross-Border Purchases by U.K. Shoppers:

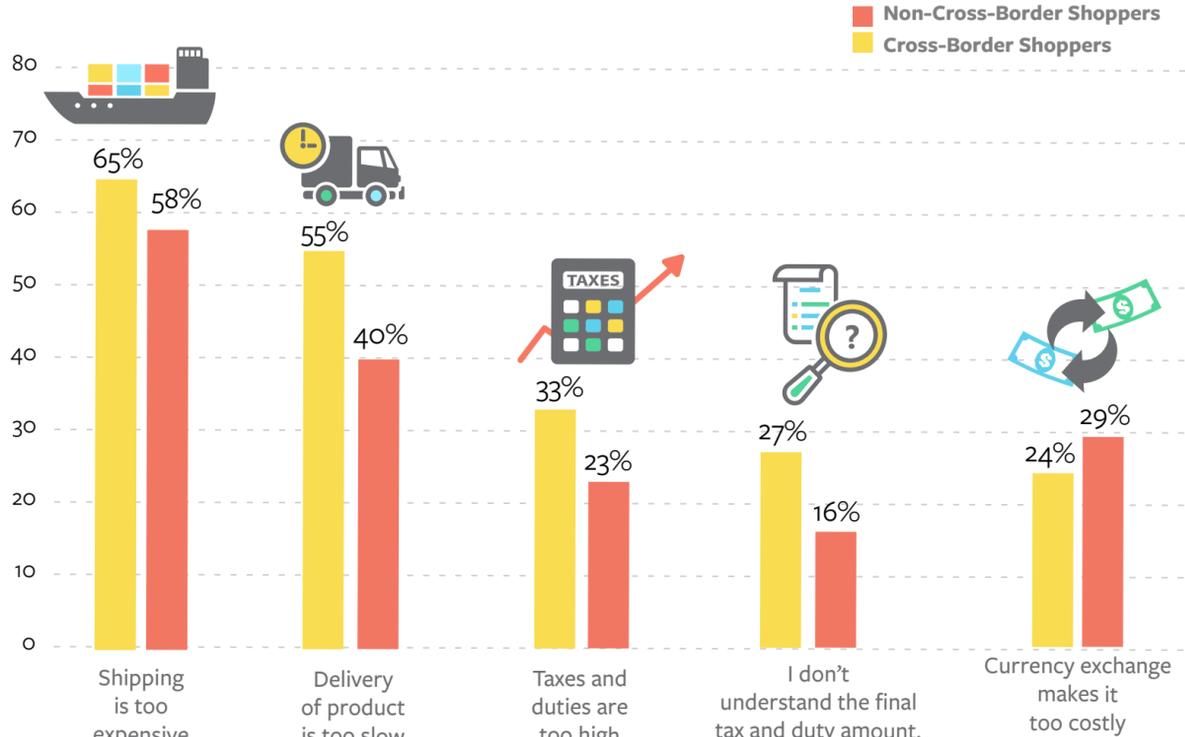
For Cross-Border Purchases by U.K. Shoppers:



Top 5 Product Categories for Cross-Border Shopping:



Top 5 Barriers to Cross-Border Shopping:

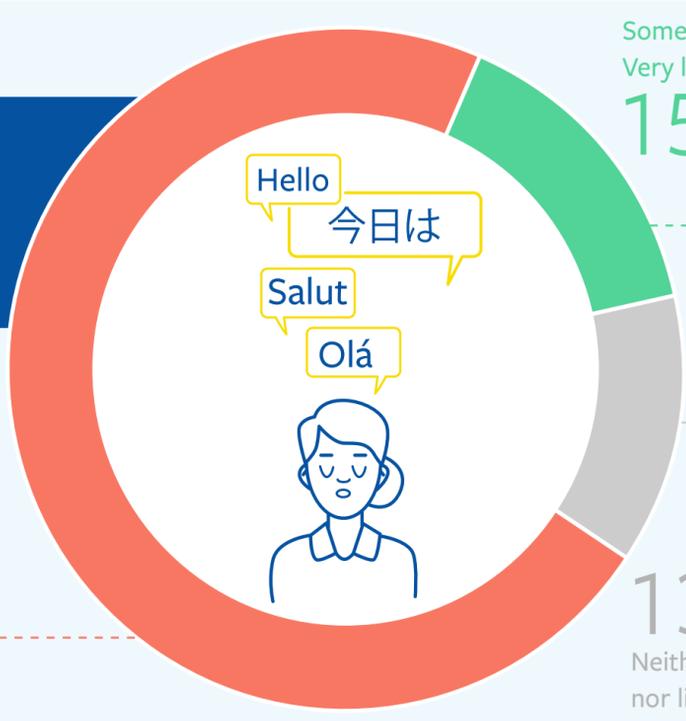


Likelihood to purchase if website is not in English

Somewhat, Very unlikely
72%

Somewhat, Very likely
15%

13%
Neither unlikely nor likely



For more information visit www.flow.io

*All data contained in this infographic originates from a proprietary International Study commissioned by Flow Commerce. For more information, download the [Global Research Report: Cross-Border E-Commerce Trends](#) on www.flow.io.